



# m

EXPLORE  
MINNESOTA SM

20  
20

[exploreminnesota.com](http://exploreminnesota.com)  
**PARTNERSHIP OPPORTUNITIES**

---

Web • eNewsletters



# REACH OVER 5 MILLION

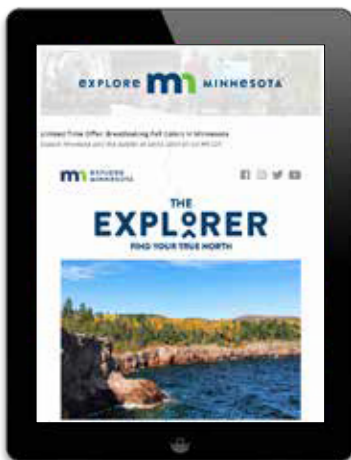
Qualified Visitors  
Across Minnesota's Leisure Channels

## 4 REASONS TO PARTNER

1. Reach an incredibly qualified audience across all devices
2. Benefit from a tailored campaign strategy
3. Laser-target your customer
4. Increase ROI with campaign optimization insights



**WEB: 5.4M**  
*pages 4-7*



Travel eNewsletter

**TRAVEL ENEWSLETTER (MONTHLY):**  
**95,000**  
*page 8*

**BIKING ENEWSLETTER (BI-MONTHLY):**  
**6,800**  
*page 9*

**FALL COLORS ENEWSLETTER (SEASONAL WEEKLY):**  
**35,000**  
*page 10*

**SOCIAL MEDIA**  
467.5K+



260.5K



13K



1.5K

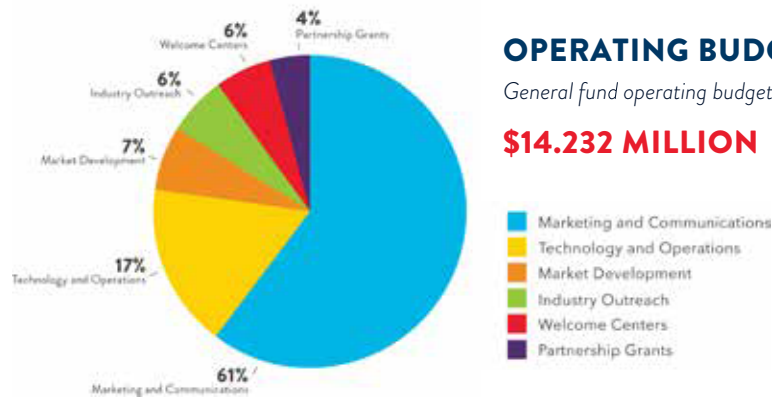


7.5K



185K

# PAID MARKETING



## OPERATING BUDGET FY2019

General fund operating budget for fiscal year 2019.

**\$14.232 MILLION**

## EXPLORE MINNESOTA AT-A-GLANCE

### TOURISM NUMBERS



**73 Million\***  
Annual Visitors



**\$15.3 Billion<sup>1</sup>**  
Annual Visitor  
Spending



**3 Nights<sup>2</sup>**  
Average Night  
Stay

### ENGAGEMENT

**5.4 Million** Visits

**8.8 Million** Pageviews

Average Time on Site: **1:30**

**95K** Travel eNewsletter  
**28%** Open Rate • **10%** CTR

**6.8K** Biking eNewsletter  
**22%** Open Rate • **8%** CTR

**35K** Fall Colors eNewsletter  
**28%** Open Rate • **6%** CTR

### WEBSITE VISITATION TOP MARKETS

#### DOMESTIC: TOP 10

Minnesota, Wisconsin, Illinois, Iowa,  
North Dakota, California, South Dakota,  
Florida, Michigan, Texas

#### INTERNATIONAL: TOP 5

Canada, United Kingdom, Japan,  
Germany, China

### DEMOGRAPHICS



Gender  
**55% Female**  
**45% Male**



Education  
**Postgraduate: 19%**  
**College Graduate: 41%**  
**Some College: 24%**  
**High School or Less: 15%**  
**Other: 1%**



Age  
**18-24: 14%**  
**25-44: 39%**  
**45-64: 32%**  
**65+: 15%**

Sources: \*Tourism Economics, 2017, <sup>1</sup>Minnesota Department of Revenue, 2017, <sup>2</sup>2017; Longwoods International, 2014

# FREE PARTNER LISTING OPPORTUNITIES

---

As part of the new site, we want to ensure visitors considering Minnesota have all the relevant information they need when making travel planning decisions. As a result, we are now offering a more robust listing to all of our partners, **at no additional charge.**

**More information to come in January 2020.**

---



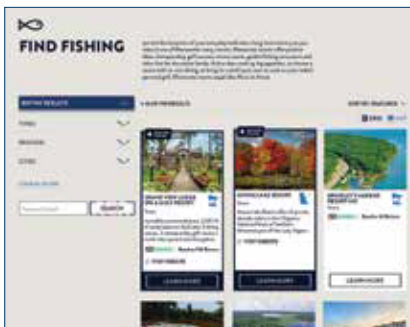
# FEATURED BUSINESS LISTING



Available to tourism organizations and businesses. Featured Business Listings allow you to reach an incredibly qualified audience that is looking to convert. Featured partners always display in a top-tier sort, affording you premium positioning. Drive conversions by promoting your business to the 5.4 million visits to ExploreMinnesota.com.



Listing



Search Results Page



Profile Page

## PARTNER OPPORTUNITY

ExploreMinnesota.com is the ultimate-trip planning tool. It is the most trusted source for comprehensive attractions, dining, lodging and event listings that visitors depend on to plan their trips to Minnesota.

Featured listings get top sort priority, giving you greater visibility in a traveler's search, which greatly increases clicks to your full profile and website. Available for DMOs and tourism businesses. Not available for events.

## EXPLOREMINNESOTA.COM

<b>5.4M VISITORS</b>	<b>8.8M PAGEVIEWS</b>	<b>1:30 AVG. TIME ON SITE</b>
--------------------------	---------------------------	-----------------------------------

## COSTS

DURATION	RATE
Quarterly	\$300
Annual	\$1,200

# BANNER ADVERTISING



Available to tourism organizations, businesses and events. Visitors to ExploreMinnesota.com viewed more than 8.8 million pages in 2019 while planning their trip. Banner advertising on our site allows you to target your message by site content, season or geography, and our new impressions-over-time model allows you to control your exposure during your desired timeframe.



1 300x250



2 470x150



## PARTNER OPPORTUNITY

- Guaranteed performance
- Control your exposure with our impressions-over-time model
- Formatted Ads: Drive higher click-through rates with formatted ads integrated into the site look and feel
- A/B testing available (test two creatives to see which performs better)

## EXPLOREMINNESOTA.COM

5.4M VISITORS	8.8M PAGEVIEWS	1:30 AVG. TIME ON SITE
------------------	-------------------	---------------------------

## COSTS

### SAMPLE

IMPRESSIONS	CPM	RATE
41,667	\$12	\$500
83,333	\$12	\$1,000
125,000	\$12	\$1,500
250,000	\$10	\$2,500
500,000	\$8	\$4,000

Includes both Ad Units shown.

Additional impression packages available in between tiers above.

Per campaign:

Up to 125,000 impressions	\$12 CPM
125,000-500,000 impressions	\$12 CPM
500,000+ impressions	\$8 CPM



# TRAVEL GUIDE REQUEST LEAD GENERATION



Available to non-profit DMOs (destination marketing organizations) only.  
Gain exposure to our most qualified audience with our Lead Generation program. This audience has already shown interest in receiving more information about Minnesota and is primed to want to learn more about your destination.



## PARTNER OPPORTUNITY

- Over 100,000 qualified leads generated from this program to community partners in 2018
- A singular brochure fulfillment piece must directly match with the name/title of the listing.
- Due to data privacy policies, leads may not be split or shared with other organizations, businesses or partners.
- DMO will receive a daily report that includes a list of site visitors who have requested to receive your brochure by mail, or access leads on demand.
- Site visitors will receive an email from Explore Minnesota with your custom message upon requesting your brochure. Use this opportunity to provide a short snippet of information about your destination and to set expectations for when they will receive your brochures, or directly link to a digital brochure.

## EXPLOREMINNESOTA.COM

<b>5.4M VISITORS</b>	<b>8.8M PAGEVIEWS</b>	<b>1:30 AVG. TIME ON SITE</b>
--------------------------	---------------------------	-----------------------------------

## COSTS

PRODUCT	RATE
500 Leads	\$250, Annual Minimum
Per Lead*	\$0.50

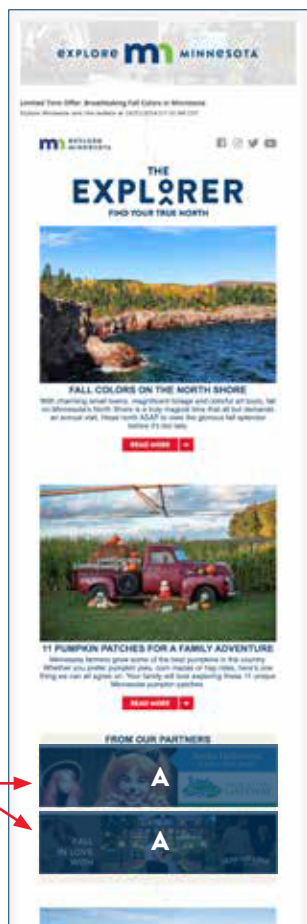
\*Billable on a quarterly basis



Available to tourism organizations, businesses and events. Explore Minnesota's flagship newsletter reaches over 95,000 subscribers every month with timely travel ideas, upcoming events and inspiring visuals. Two ad spaces are available to partners in each monthly edition.



## A AD UNIT EXAMPLE



## PARTNER OPPORTUNITIES

- Deploys monthly
- 2 units available per eNewsletter
- Direct clicks to your website
- First-come, first-served opportunity
- Limit of 4 per organization, per calendar year

**95,000 SUBSCRIBERS**

**28% OPEN RATE**

**10% CTR**

## SPECS

- 600 x 150 px

## COSTS

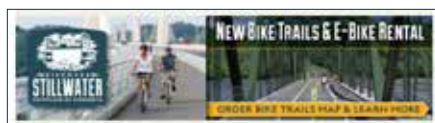
PRODUCT	RATE
Travel eNewsletter Unit	\$400 per Unit



# BIKING ENEWSLETTER



Available to tourism organizations, businesses and events. Reaching an engaged audience of nearly 7,000 biking enthusiasts, this newsletter features bike trails, events and other biking-related travel ideas. Two ad spaces are available to partners in each bimonthly edition (Feb/April/June/Aug/Oct/Dec).



## A AD UNIT EXAMPLE



## PARTNER OPPORTUNITY

- Deploys bimonthly
- 2 units available per eNewsletter
- Direct clicks to your website
- First-come, first-served opportunity
- Limit of 4 per organization, per calendar year

**6,800 SUBSCRIBERS**

**22% OPEN RATE**

**8% CTR**

## SPECS

- 600 x 150 px

## COSTS

PRODUCT	RATE
Biking eNewsletter Unit	\$100 per Unit

# FALL COLORS ENEWSLETTER



Available to tourism organizations, businesses and events. In partnership with the Minnesota DNR, the fall color report is a weekly newsletter highlighting where the colors are peaking for the upcoming weekend. This newsletter reaches over 35,000 subscribers every Thursday during the fall color season. Two ad spaces are available in each edition (7 weekly editions total starting mid-September).



## A AD UNIT EXAMPLE



## PARTNER OPPORTUNITY

- Deploys seasonally (weekly)
- 2 units available per eNewsletter
- Direct clicks to your website
- First-come, first-served opportunity
- Limit of 4 per organization, per calendar year

**35,000 SUBSCRIBERS**

**28% OPEN RATE**

**6% CTR**

## SPECS

- 600 x 150 px

## COSTS

PRODUCT	RATE
Fall Colors eNewsletter Unit	\$200 per Unit



# RATE CARD

WEB: <a href="http://ExploreMinnesota.com">ExploreMinnesota.com</a>	RATE	SEE PAGE:
<b>FEATURED BUSINESS LISTINGS</b>		
Quarterly	\$300	5
Annual	\$1,200	
<b>BANNER ADVERTISING (2 Formatted Units)<sup>1</sup></b>		
Up to 125,000 impressions	\$12 CPM	6
125,000-500,000 impressions	\$10 CPM	
500,000+ impressions	\$8 CPM	
<b>EXAMPLES:</b>		
41,667 Impressions	\$500	
83,333 Impressions	\$1,000	
125,000 Impressions	\$1,500	
250,000 Impressions	\$2,500	
500,000 Impressions	\$4,000	
<b>TRAVEL GUIDE REQUEST LEAD GENERATION</b>		
500 Leads	\$250, Annual Minimum	7
Per Lead <sup>2</sup>	\$0.50	

<sup>1</sup>Additional impression packages available in between tiers above.

<sup>2</sup>Billable on a quarterly basis

<b>ENEWSLETTER</b>	<b>RATE</b>	<b>SEE PAGE:</b>
Travel eNewsletter	\$400 per Unit	8
Biking eNewsletter	\$100 per Unit	9
Fall Colors eNewsletter	\$200 per Unit	10

Two units available per eNewsletter deployment

